

To: NextGen Nevada Allies and Supporters
From: Beverly Schreiber, Nevada State Youth Director
Date: March 27, 2019
Re: New Voter File Data Shows Impact of NextGen Nevada on 2018 Midterms

In 2018, Nevada Democrats nearly swept every statewide office, elected a majority-female state legislature, and defended two crucial Congressional seats — and young Nevadans made the difference. A historic **37% of young Nevadans (18-35) cast a ballot in November** -- up 22 points from the last midterm election. While turnout was high across all ages, the turnout rate of young Nevadans increased disproportionately. According to [CIRCLE](#), young Nevadans *doubled* their vote share from about **6% in 2014 to 12% in 2018**. Per [exit polls](#), young Nevadans voted 2-to-1 for now-Senator Jacky Rosen, providing her entire 50,000 vote margin of victory.

	2014 Turnout	2018 Turnout	Percentage Increase
18-35	15%	37%	+ 22 points
All Ages	37%	56%	+ 19 points

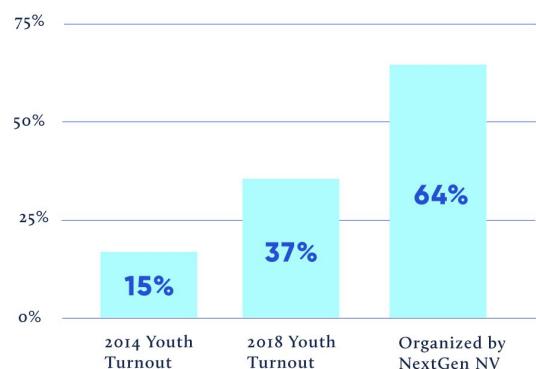
NextGen America's program was key to victory

In 2018, NextGen Nevada ran a massive face-to-face field organizing program, a digital advertising program aimed at motivating more than 300,000 unlikely-to-vote Nevadans, and an experiment-informed Get Out The Vote mail program. With Nevada's voter file updated, it is clear NextGen's comprehensive mobilization program helped play a decisive role in sending Jacky Rosen to the US Senate, Steve Sisolak to the Governor's mansion, and Steven Horsford and Susie Lee to the House. Nevada is key to Democrats winning back the White House in two years and the lessons learned from NextGen's 2018 program will be critical for victory in 2020.

FIELD: Talking to young people in person is the most effective tactic

Young Nevadans are the ones Democrats need to win in 2020, and they are willing to show up and vote, but only if we actively engage and mobilize them. As the above graph shows, **64% of young Nevadans** organized¹ by the NextGen field program turned out to vote, **27 points higher** than their age cohort writ large. As shown in the table below, our year-long voter registration efforts increased turnout dramatically, as did the canvassing and pledge-to-vote programs that we ran in the fall.

NextGen NV Impact on Youth Turnout (18-35s)



Tactic	# of People	% Turnout
Voter Registration	11,269	60%
Pledge To Vote	19,087	69%
Canvassed	12,010	67%

¹ "Organized" includes young people who were registered, canvassed, or committed to vote by NextGen's field and mail programs.

Following a nationwide drop in turnout among young people of color in 2016, NextGen doubled down on its efforts to organize in communities of color across all states. In Nevada, we emphasized organizing at four year schools like University of Nevada-Las Vegas (the [most diverse university](#) in the nation), as well as community colleges, like Truckee Meadows Community College, a [Hispanic-Serving Institution](#). Overall, our program had a disproportionate impact with the young Black and Latinx Nevadans that we contacted, as they turned out up to **19 percentage points higher** than the young people of color that our program did not reach.

DIGITAL + MAIL: An effective youth program talks to young people where they are... and often
 To get them to vote, campaigns and organizations must talk to young people where they are. A smart young voter program cannot be limited to face-to-face conversations, it must also include a digital, mail and texting program to reach young voters who are more difficult to reach in person.

NextGen Nevada ran an 11-week digital ad program aimed at turning out young people who either have never voted before or are sporadic voters at best. Young Nevadans targeted by our digital program turned out up to **5 points higher** than the young Nevadans we didn't target. Similarly, we sent get-out-the-vote mail to over 490,000 Nevadans, and these voters turned out **8 points higher** than those we did not send mail to.

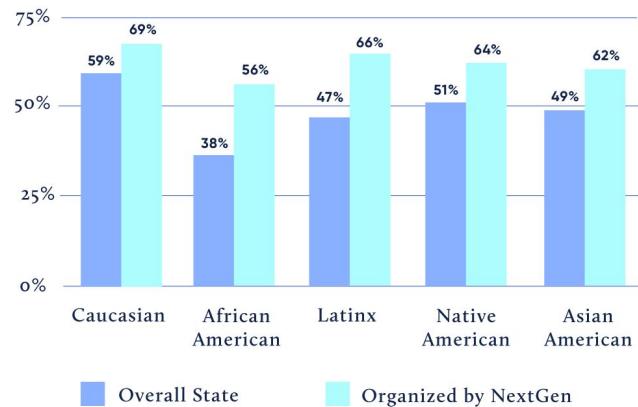
Additionally, analysis shows that if NextGen Nevada talked to a young person through a multitude of mediums (in person, via text, online, in the mail), the more likely they were to vote. 33% of the young people NextGen NV talked to by **only one** method cast a ballot, while **71%** of the young people NextGen talked to through four different channels (field, mail, digital and text) voted. It's clear -- to mobilize this crucial demographic in 2020, Democrats need to start engaging young people early and talk to them often.

What's Next?

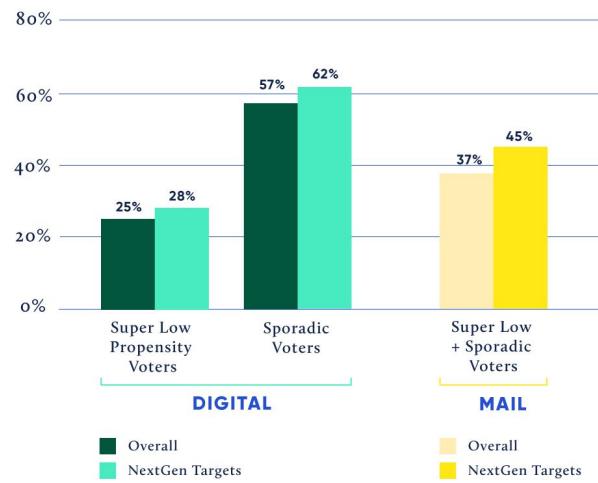
Successful Democratic candidates will need to galvanize young people and people of color to win statewide in 2020, and NextGen is already on the ground putting in the work to do so. Talking to young people early and often works. Ahead of the 2020 presidential primaries, NextGen Nevada is committed to mobilizing young people on

2018 Youth Turnout Trends by Race/Ethnicity: NV

(Overall vs. Organized by NextGen, 18-35)



NextGen Impact on Low Turnout Young Voters: Nevada





college campuses and in communities to vote in local elections too, such as the Clark County municipal primary elections on April 2 for the general election on June 11.

The youth vote turned out in full force in November, and on campus voting centers were key to increased turnout. This year, NextGen Nevada will organize to add more on-campus vote centers and polling locations in both Clark County and Washoe County throughout the entire Early Vote period and on Election Day. NextGen will focus its efforts on extending Early Vote at the University of Nevada, Las Vegas from three days to the entire period, as well as adding on campus polling locations to both UNR and UNLV on Election Day.

This spring, NextGen is also taking part in the Nevada legislative process by working with the Let Nevadans Vote Coalition to expand election reform (such as expanding vote centers, passing same-day voter registration, and allowing pre-registered 17 year olds to vote). Additionally, NextGen Nevada is supporting SB145 and SB146, which creates a new financial aid scholarship fund with up to \$26 million and expands the eligibility requirements for the Silver State Opportunity Grant, respectively. Both of these bills will have a major impact on the lives of young Nevadans by allowing them access to a more affordable college education.